

## ABSTRACT OF THE DISCLOSURE

5 A process for adaptive bookmarking of often-visited web sites, comprising the steps of (a) optionally determining the identity of a particular user, (b) determining whether a webpage has been detected, (c) if the webpage in step (b) has been detected, determining whether the webpage has been previously visited by a particular user, (d) performing one of (i) creating an initial record of the webpage visit by the particular user if it has been determined in step (c) that the webpage has not been previously visited by the particular user, and (ii) determining whether the webpage has been previously bookmarked if it has been determined in step (c) that the webpage has been previously visited by the particular user, (e) updating a visitation count if it has been determined in step (c) that the webpage has been previously visited by the particular user, (f) determining whether the visitation count has reached a predetermined threshold; and (g) recommending the bookmarking of the address of the webpage if it determined in step (f) that the predetermined threshold of the visitation count has been reached. The visitation count may be number of plural visits and time spent visiting. The system may either automatically purge bookmarks or do so by recommendation after non-use for predetermined periods of time. A system includes hardware plus a program module to perform the bookmarking functions.